

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
1 July 2004 (01.07.2004)

PCT

(10) International Publication Number  
**WO 2004/056067 A1**

(51) International Patent Classification<sup>7</sup>: **H04L 29/06**,  
12/58, H04Q 7/22

(21) International Application Number:  
PCT/IB2003/006023

(22) International Filing Date:  
17 December 2003 (17.12.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
02156191.5 17 December 2002 (17.12.2002) CN

(71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL];  
Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **SHAO, Xiaoling**

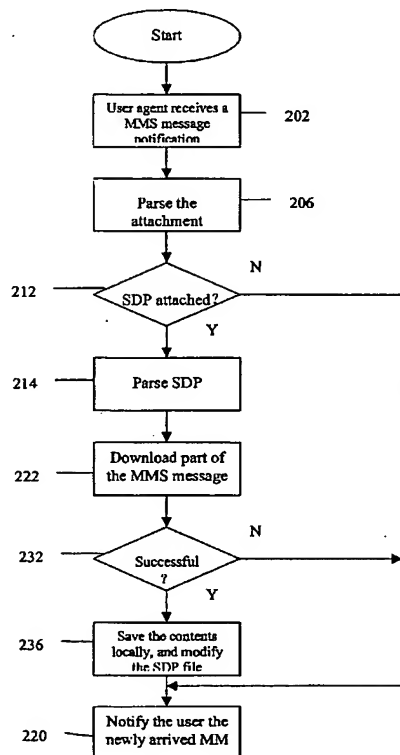
[CN/CN]; Philips Electronics China, 21/F Kerry Office Building 218 Tian Mu Xi Road, 200070 Shanghai (CN).  
**TU, Jiawen** [CN/CN]; Philips Electronics China, 21/F Kerry Office Building 218 Tian Mu Xi Road, 200070 Shanghai (CN). **FENG, Lei** [CN/CN]; Philips Electronics China, 21/F Kerry Office Building 218 Tian Mu Xi Road, 200070 Shanghai (CN).

(74) Common Representative: **KONINKLIJKE PHILIPS ELECTRONICS N.V.**; c/o VAN DER VEER, Johannis, L., Prof. Holstlaan, 6, NL-5656 AA Eindhoven (NL).

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

[Continued on next page]

(54) Title: **METHOD AND SYSTEM FOR MULTIMEDIA MESSAGING SERVICE**



(57) Abstract: The invention allows a portion of a multimedia message, usually the beginning part of the message to be delivered to and stored on a mobile terminal beforehand. When a user wants to view the message, the portion of the message stored locally will be played back immediately, while at the same time a user agent residing in the mobile terminal will contact a media server for the remaining contents using the streaming technology. This would give the user an impression that the whole message is stored locally since there is nearly no noticeable delay in the playback, thus providing a much better user experience. The partial contents downloaded can be a portion of the whole multimedia message, or an unrelated rich-media message provided by a third party as an advertisement. In this way, the usage of the local storage space on the mobile terminal will be much more efficient.

WO 2004/056067 A1



(84) Designated States (regional): ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

**Declaration under Rule 4.17:**

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT,

**Published:**

— with international search report  
— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.